

To: 1600 - Buffalo Region (BURRELL)  
From: Macleod, Stephen  
Posted: 10/13/97 18:51  
Opened: 10/14/97 10:02  
Subject: FWRD: DORAL POS BLITZ

FILE COPY

10/19

Steve

Great Job -  
This type of motivation  
will provide good Returns!  
Thanks,  
Bill

Bill, forwarding the following as information.

SRM

===== <Forwarded Letter> =====

From: Orlando, Joseph J.  
To: MACLEOS  
Subject: DORAL POS BLITZ  
Posted: 10/10/97 18:55  
Priority: Normal Priority

DEAR CONDUCTOR,

IT'S FRIDAY AFTERNOON , THE TRAIN HAS PULLED IN TO THE STATION WITH AN EMPTY LOAD! ENGINEERS COTE , ORLANDO , AND WHITING HAVE SUCCESSFULLY COMPLETED THEIR MISSION TO INCREASE DORAL AWARENESS IN ASSIGNMENTS 07, 08, AND 09.

COLLECTIVELY, WE SOLD 1131 CARTONS OF DORAL, ( 18.8 CASES) WHICH AVERAGED 23.5 CARTONS PER CALL. NOT BAD!!!

WE ALSO DRAMATICALLY IMPROVED DORAL'S PRESENCE BY PLACING AMONG OTHER THINGS; 61 WINDOW VALANCE KITS, 50 BANNERS , AND 147 METAL SIGNS!  
THE DORAL SIGN -UP CENTER WAS A GREAT PIECE , AND WE PLACED 3 OUT OF FOUR OF THEM!

ADDITIONALLY , WE TOOK ACCOUNT OF COMPETITIVE POS REMOVED, WHICH IS INCLUDED ON THE ATTACHED SPREADSHEET.

STEVE, SEE THE ATTACHED SPREADSHEET FOR FURTHER RESULTS!  
IT WAS A GREAT WEEK TO "BLITZ", THE WARM WEATHER WAS IN OUR FAVOR , WE KICKED SOME \*SSI!  
THANKS FOR THE OPPORTUNITY TO INCREASE OUR PRESENCE, AND SHARE OUR CREATIVE IDEA'S IN EACH OTHERS ACCOUNT'S.

SINCERELY,

JIM  
JOE  
RAY

"THE SOUTHERN MEN"

51861 5708

|                |    |  |    |      |     |
|----------------|----|--|----|------|-----|
|                |    |  |    |      |     |
|                |    |  |    |      |     |
|                |    | <b>MONDAY 10-6 -97 TO FRIDAY 10-10-97</b>  |    |      |     |
| <b>RESULTS</b> | 8  | 61   | 11 | 11   | 147 |
| *INVENTOR      | 8  | 63   | 11 | 11   | 230 |
|                |    | <b>AVG 9.5PER DAY</b>  |    |      |     |
|                |    |  |    |      |     |
| <b>RESULTS</b> | 50 | 18   | 37 | 1131 | 52  |
| *INVENTORY     | 50 | 30   | 40 |      | 65  |
|                |    |  |    |      |     |
|                |    |  |    |      |     |
|                |    |  |    |      |     |
|                |    |  |    |      |     |
|                |    | <b>*INVENTORY INCLUDES ADDITIONAL INVENTORY TAKEN FROM LOCKUP AND LOCAL WHOLESALERS.</b> |    |      |     |

[illegible]